

LIVE EVENTS:

Identify Your Audience



Events and trade shows are great tools for connecting with new and existing customers. They're perfect for networking and building relationships, but how do you know who to focus on?

Preparation is key when it comes to exhibiting at an event. Typically, the host will give you information on the attendees, including some background information. This is so you can plan out your meetings and get a comprehensive view of who will be there. Here are some tips to prepare for your event:

IDENTIFY CORE AUDIENCE

Who will be at this show that matters most to your company? Do you have existing customers attending or a prospect you've been trying to connect with? Think of who matters most and create profiles to target before getting on the show floor.

MEETING PREPARATION

Your meetings are an important part of your exhibiting experience. Before the show date, make plans with your core audience and schedule times for meetings and product demos.

MEETING GOALS

What do you want to accomplish during your meetings? If you're looking to close a sale, be sure to have all the materials needed beforehand. If you're looking to network and find new customers, make sure you have eye-catching aspects at your booth to draw in new business. No matter your goals, make sure they're defined prior to the event.

Preparation is so important when it comes to trade show sales, and identifying your audience will ensure you get the most out of your exhibiting experience.

ASI Show® hosts events throughout the year. If you're interested in participating in one of our events, contact your account executive for more information.